

# Europe Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Type (Single seat, Split seat) by Material Type (Leather Seat, Synthetic Seat, Vinyl Seat, Others) by Sales Channel (OEM, Aftermarket) and Country Forecasts 2022-2032

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## Abstracts

Europe Motorcycle Seat Market is valued approximately at USD 8.38 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.80% over the forecast period 2024-2032. Motorcycle seats are an integral part of the vehicle. These are designed to keep the motorbike rider comfortable. The seats are made of a unique fabric that can absorb heat and shocks from the road. The motorcyclist thereby has a more comfortable and seamless experience. Baseplate, foam, and cover are the three primary components that make up a motorcycle seat. Motorcycle riders prioritize safety above all else and a seat is a critical component of that safety. Head injuries can arise from either direct contact with any object or from high acceleration during an accident or crash. Motorcycle seats are essential for protecting riders in the event of an accident. Integration of advanced materials such as memory foam and gel for improved comfort. Heated seats are becoming more popular, especially in regions with colder climates. Moreover, development of smart seats with sensors to monitor and adjust the seating position for optimal comfort and health, further provide growth opportunity for the Europe Motorcycle Seat Market.

The growing popularity of touring and adventure motorcycles is a one of the significant driver that drive demand for the Europe Motorcycle Seat Market. For instance, in February 2022, Zero launched the electric adventure motorcycle, DSR Black Forest, in Europe. As more riders embrace long-distance travel and off-road exploration, the need

for comfortable, durable, and ergonomically designed seats becomes paramount. Touring and adventure motorcycles are often ridden for extended periods, requiring seats that can provide adequate support and reduce fatigue over long journeys. Additionally, these segments typically accommodate riders with varying body sizes and riding positions, necessitating seats that offer adjustability and customization options. Manufacturers are responding to this demand by developing specialized seat designs with features such as enhanced padding, lumbar support, and anti-slip materials to improve rider comfort and stability, particularly on rough terrain. As touring and adventure motorcycles continue to gain popularity among riders seeking adventure and exploration, the demand for high-quality seating solutions is expected to remain robust, driving growth in the motorcycle seat market. However, Stringent Regulations and Standards can stifle market growth between 2022 and 2032.

The key countries considered for the Europe Motorcycle Seat market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Italy was the largest market in terms of revenue. Italy has a rich motorcycle culture, with a long history of iconic brands like Ducati, Aprilia, and Moto Guzzi. This cultural affinity for motorcycles drives a steady demand for high-quality and customized motorcycle seats. The growing interest in vintage and classic motorcycles among Italian riders leads to increased demand for custom and retro-style seats, which often require specialized craftsmanship and materials. Italian consumers have a strong appreciation for design and innovation. Manufacturers that offer ergonomically advanced and aesthetically pleasing seats with features like memory foam and gel inserts can capture a significant market share. The market in UK is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:

Granucci Seats

Krafftfahrzeuge Trunkenpolz Mattighofen

Alex Leather Craft

Bayerische Motoren Werke AG

Berry Sellerie

British Customs

Burton Bike Bits Ltd.

CORE motorcycle Ltd.

Zodiac International B.V.

Company 10

The detailed segments and sub-segment of the market are explained below:

**By Motorcycle Type**

Standard

Sports

Cruiser

Adventure

**By Seat Type**

Single seat

Split seat

**By Material Type**

Leather Seat

Synthetic Seat

Vinyl Seat

Others

**By Sales Channel**

OEM

Aftermarket

?

**By Region:**

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates &amp; Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. EUROPE MOTORCYCLE SEAT MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
  - 1.3.1. Inclusion & Exclusion
  - 1.3.2. Limitations
  - 1.3.3. Supply Side Analysis
    - 1.3.3.1. Availability
    - 1.3.3.2. Infrastructure
    - 1.3.3.3. Regulatory Environment
    - 1.3.3.4. Market Competition
    - 1.3.3.5. Economic Viability (Consumer's Perspective)
  - 1.3.4. Demand Side Analysis
    - 1.3.4.1. Regulatory frameworks
    - 1.3.4.2. Technological Advancements
    - 1.3.4.3. Environmental Considerations
    - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Europe Motorcycle Seat Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
  - 2.3.1. By Motorcycle Type
  - 2.3.2. By Seat Type
  - 2.3.3. By Material Type
  - 2.3.4. By Sales Channel
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

### **CHAPTER 3. EUROPE MOTORCYCLE SEAT MARKET DYNAMICS**

*Europe Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Ty...*

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

## **CHAPTER 4. EUROPE MOTORCYCLE SEAT MARKET: INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economic
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. EUROPE MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY MOTORCYCLE TYPE 2022-2032**

- 5.1. Standard
- 5.2. Sports
- 5.3. Cruiser
- 5.4. Adventure

## **CHAPTER 6. EUROPE MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY SEAT TYPE 2022-2032**

- 6.1. Single seat
- 6.2. Split seat

## **CHAPTER 7. EUROPE MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY MATERIAL TYPE 2022-2032**

- 7.1. Leather Seat
- 7.2. Synthetic Seat
- 7.3. Vinyl Seat
- 7.4. Others

## **CHAPTER 8. EUROPE MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY SEAT TYPE 2022-2032**

- 8.1. OEM
- 8.2. Aftermarket

## **CHAPTER 9. EUROPE MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY COUNTRY 2022-2032**

- 9.1. U.K. Motorcycle Seat Market
  - 9.1.1. Motorcycle Type breakdown size & forecasts, 2022-2032
  - 9.1.2. Seat Type breakdown size & forecasts, 2022-2032
  - 9.1.3. Material Type breakdown size & forecasts, 2022-2032
  - 9.1.4. Sales Channel breakdown size & forecasts, 2022-2032
- 9.2. Germany Motorcycle Seat Market
- 9.3. France Motorcycle Seat Market
- 9.4. Spain Motorcycle Seat Market
- 9.5. Italy Motorcycle Seat Market
- 9.6. Rest of Europe Motorcycle Seat Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Key Company SWOT Analysis
  - 10.1.1. Company
  - 10.1.2. Company
  - 10.1.3. Company
- 10.2. Top Market Strategies
- 10.3. Company Profiles

- 10.3.1. Granucci Seats
  - 10.3.1.1. Key Information
  - 10.3.1.2. Overview
  - 10.3.1.3. Financial (Subject to Data Availability)
  - 10.3.1.4. Product Summary
  - 10.3.1.5. Market Strategies
- 10.3.2. Kraftfahrzeuge Trunkenpolz Mattighofen
- 10.3.3. Alex Leather Craft
- 10.3.4. Bayerische Motoren Werke AG
- 10.3.5. Berry Sellerie
- 10.3.6. British Customs
- 10.3.7. Burton Bike Bits Ltd.
- 10.3.8. CORE motorcycle Ltd.
- 10.3.9. Zodiac International B.V.
- 10.3.10. Company

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes



## List Of Tables

### LIST OF TABLES

TABLE 1. Europe Motorcycle Seat market, report scope

TABLE 2. Europe Motorcycle Seat market estimates & forecasts by Country 2022-2032 (USD Billion)

TABLE 3. Europe Motorcycle Seat market estimates & forecasts by Motorcycle Type 2022-2032 (USD Billion)

TABLE 4. Europe Motorcycle Seat market estimates & forecasts by Seat Type 2022-2032 (USD Billion)

TABLE 5. Europe Motorcycle Seat market estimates & forecasts by Material Type 2022-2032 (USD Billion)

TABLE 6. Europe Motorcycle Seat market estimates & forecasts by Sales Channel 2022-2032 (USD Billion)

TABLE 7. Europe Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Europe Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Europe Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Europe Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Europe Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Europe Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Europe Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Europe Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. Europe Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion) Europe Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. UK Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 17. UK Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. UK Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 19. Germany Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 20. Germany Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 21. Germany Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 22. France Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 23. France Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 24. France Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 25. Italy Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 26. Italy Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 27. Italy Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 28. Spain Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 29. Spain Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 30. Spain Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 31. RoE Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 32. RoE Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 33. RoE Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 34. List of secondary sources, used in the study of Europe Motorcycle Seat Market.

TABLE 35. List of primary sources, used in the study of Europe Motorcycle Seat Market.

TABLE 36. Years considered for the study.

TABLE 37. Exchange rates considered.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Europe Motorcycle Seat market, research methodology
- FIG 2. Europe Motorcycle Seat market, market estimation techniques
- FIG 3. Europe market size estimates & forecast methods.
- FIG 4. Europe Motorcycle Seat market, key trends 2023
- FIG 5. Europe Motorcycle Seat market, growth prospects 2022-2032
- FIG 6. Europe Motorcycle Seat market, porters 5 force model
- FIG 7. Europe Motorcycle Seat market, pestel analysis
- FIG 8. Europe Motorcycle Seat market, value chain analysis
- FIG 9. Europe Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Europe Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Europe Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Europe Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Europe Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Europe Motorcycle Seat market, Country snapshot 2022 & 2032
- FIG 15. Europe Motorcycle Seat market 2022 & 2032 (USD Billion)
- FIG 16. Europe Motorcycle Seat market, company market share analysis (2023)

## I would like to order

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